

AMENDMENT

IN THE CLAIMS:

Please cancel claims 2 and 8 and add new claims 13-47, as follows:

1. (Cancelled).

2. (Cancelled).

5 3. (Cancelled).

4. (Cancelled).

5. (Cancelled).

10 6. (Cancelled).

7. (Cancelled).

15 8. (Cancelled).

9. (Previously Added) A greeting card assembly comprising: a greeting card body having greeting indicia inscribed thereon; a first opening formed in the card body; a computer readable storage medium received in said 20 first opening; a second opening formed in the card body; and a gift card received in said second opening.

10. (Currently Amended) The greeting card assembly of claim 9, wherein said computer readable storage medium comprises an audio compact 25 disc.

11. (Currently Amended) The greeting card assembly of claim 10, wherein said gift card is a gift certificate.

12. (Currently Amended) The greeting card assembly of claim 9, 5 wherein said gift card is selected from a gift certificate, a coupon, and a pre-paid phone card.

13. (New) A greeting card assembly, comprising:
10 a greeting card body having greeting indicia inscribed thereon;
a computer readable storage medium;
said greeting card body comprising a generally flat outer panel having a first face and a second face opposite the first face attached to and coextensive with a generally flat inner panel having a first face and a second face opposite the first face;
15 the first face of the outer panel being disposed in aligned, facing relation to the first face of the inner panel; and
a first slot formed in the inner panel receiving the computer readable storage medium, whereby a portion of the computer readable storage medium is retained between the first face of the inner panel and the first face of
20 the outer panel.

14. (New) The greeting card assembly of claim 13, further comprising a gift card attached to said greeting card body.

25 15. (New) The greeting card assembly of claim 14, wherein said gift card is selected from a gift certificate, a coupon, and a pre-paid phone card.

30 16. (New) The greeting card assembly of claim 14, wherein said gift card is attached to said greeting card body via a fastener selected from a slot adapted to receive said gift card, a plurality of tabs adapted to engage said gift card, and glue.

17. (New) The greeting card assembly of claim 13, wherein the inner panel and outer panel are integrally formed and attached via a fold line therebetween.

5 18. (New) The greeting card assembly of claim 17, further comprising glue securing the first surface of the inner panel to the first surface of the outer panel.

10 19. (New) The greeting card assembly of claim 13, further comprising an adhesive securing the first surface of the inner panel to the first surface of the outer panel.

15 20. (New) The greeting card assembly of claim 13, wherein the greeting card body is selected from a bi-fold greeting card and a tri-fold greeting card.

21. (New) The greeting card assembly of claim 13, wherein the greeting card body is rectangular.

20 22. (New) The greeting card assembly of claim 13, wherein the greeting card body is formed from a die cut blank.

25 23. (New) The greeting card assembly of claim 22, wherein said first slot is formed via die cutting.

24. (New) The greeting card assembly of claim 13, wherein the greeting card body is a top folding bi-fold greeting card.

30 25. (New) The greeting card assembly of claim 13, wherein the greeting card body is a side folding bi-fold greeting card.

26. (New) The greeting card assembly of claim 13, wherein the greeting card body is a top folding tri-fold greeting card.

27. (New) The greeting card assembly of claim 13, wherein the
5 computer readable storage medium is selected from a compact disc, mini
compact disc and digital versatile disc (DVD).

28. (New) The greeting card assembly of claim 13, wherein the
computer readable storage medium includes at least one digital representation
10 selected from one or more digital audio recordings, one or more multimedia
presentations, one or more digital images, one or more digital video recordings,
one or more flash presentations, one or more video commercials, product
information, store location information, one or more databases, one or more
printable coupons, one or more catalogues, personal information, corporate
15 history information, one or more web site links, university information and
curriculums, and combinations thereof.

29. (New) The greeting card assembly of claim 28, wherein said
digital representation bears a thematic relationship to said greeting card indicia.

20
30. (New) The greeting card assembly of claim 13, further
comprising, indicia inscribed on the computer readable storage medium selected
from one or more of artwork having a thematic relationship to said greeting card
indicia, song titles, artist names, logos, provider information, and any
25 combination thereof.

31. (New) The greeting card assembly of claim 13, wherein the
greeting card body is formed from a sheet material selected from paper and
cardboard.

32. (New) The greeting card assembly of claim 13, further comprising an envelope adapted to receive said greeting card assembly.

5 33. (New) The greeting card assembly of claim 13, said greeting card body further comprising a second slot formed thereon.

34. (New) The greeting card assembly of claim 33, further comprising a gift card received within the second slot.

10 35. (New) The greeting card assembly of claim 34, wherein the gift card is selected from a gift certificate, coupon, and pre-paid phone card.

15 36. (New) The greeting card assembly of claim 33, wherein said inner panel and outer panel are integrally formed and attached via a fold line therebetween and wherein the second slot is formed in said inner panel.

20 37. (New) The greeting card assembly of claim 35, further comprising a gift card received within the second slot whereby a portion of the gift card is retained between the first face of the inner panel and the first face of the outer panel.

38. (New) The greeting card assembly of claim 33, wherein the greeting card body is folded about a fold line thereon.

25 39. (New) The greeting card assembly of claim 38, wherein the first slot and second slot are formed on a same side of the fold line.

30 40. (New) The greeting card assembly of claim 39, wherein the greeting card body is selected from a bi-fold greeting card and a tri-fold greeting card.

41. (New) The greeting card assembly of claim 38, wherein the first slot and second slot are formed on opposite sides of the fold line.

5 42. (New) The greeting card assembly of claim 41, wherein the greeting card body is selected from a bi-fold greeting card and a tri-fold greeting card.

10 43. (New) The greeting card assembly of claim 38, further comprising a gift card received within said second slot, the gift card having a magnetic strip portion, said greeting card body movable between an open position and a closed position, said magnetic strip portion extending beyond a peripheral edge of said greeting card body such that said magnetic strip portion is accessible when said greeting card body is in said closed position.

15 44. (New) The greeting card assembly of claim 33, wherein the greeting card body is formed from a die cut blank.

20 45. (New) The greeting card assembly of claim 33, wherein the greeting card body is selected from a bi-fold greeting card and a tri-fold greeting card.

46. (New) The greeting card assembly of claim 33, wherein the computer readable storage medium is selected from a compact disc, mini compact disc and digital versatile disc (DVD).

25 47. (New) The greeting card assembly of claim 33, further comprising an envelope adapted to receive said greeting card assembly.